

Re: Bio for Ellen - please confirm OK

Subject: Re: Bio for Ellen - please confirm OK
From: Ellen Riotto <ellen@southpark.la>
Date: 09/12/2017 02:16 PM
To: Robert Buente <bbuente@1010dev.org>

No, please use this instead:

Ellen Riotto is the Executive Director of the South Park Business Improvement District, a 52-block neighborhood in downtown Los Angeles that includes STAPLES Center, L.A. LIVE, and the Convention Center, as well as a rapidly-growing residential community. Funded by property owners, the BID provides clean and safe services such as graffiti removal, trash collection, power washing, and safety patrols. The BID is a two-time winner of the International Downtown Association's Pinnacle Award for its Public Art Program, economic development event series, and other innovative initiatives to create a clean, safe, and vibrant community. Ellen's creative and collaborative approach to problem-solving allows the BID to serve as the connective tissue for all South Park stakeholders, and builds diverse partnerships to ensure that public space in South Park is representative of and accessible to the entire community.

Ellen is a graduate of the Coro Fellowship program - a nine-month, full-time program in leadership and public affairs. Through her work with organizations like Sunnylands, LAPD Media Relations, and the office of Los Angeles County Supervisor Hilda Solis, Ellen sharpened her ability to analyze systems, build relationships, and collaborate across sectors. She holds a degree in Psychology from NYU.

From: Robert Buente <bbuente@1010dev.org>
Date: Tuesday, September 12, 2017 at 11:21 AM
To: Ellen Riotto <ellen@southpark.la>
Subject: FW: Bio for Ellen - please confirm OK

Ellen:

Is it OK for us to use this bio for our ULI program? Our committee chair found this and liked it more than what I provided!

Thanks

Bob

Re: Bio for Ellen - please confirm OK

Robert Buente

President/CEO

1010 Development Corporation

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213-749-0214 x202

bbuente@1010dev.org

From: David Zehnder [<mailto:dzehnder@epssac.com>]

Sent: Tuesday, September 12, 2017 11:05 AM

To: Robert Buente <bbuente@1010dev.org>

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Ellen Riotto began her role as Interim Executive Director of South Park Business Improvement District (BID). The BID is a 52-block area in Downtown Los Angeles. It is home to the Convention Center, L.A. LIVE, Staples Center, and the many cranes that pepper the downtown skyline. If the cranes aren't indication enough, there's a lot happening in South Park these days: the residential population is expected to triple in the next two years; the MyFigueroa project has begun construction along 11th St; and improvements to the Metro Pico Station are scheduled to begin later this month. In addition to keeping South Park clean and safe, the BID is active in the economic development of the area, with retail attraction, marketing of local businesses, and streetscape improvement initiatives.

The BID represents a varied network of stakeholders, each with different priorities and interests. Ellen draws from her Coro experience and training every day, as she communicates with real estate developers, property owners, entrepreneurs, and businesses large and small. Coro gave her the tools – from systems analysis to adaptability and communication skills – that allow her to be successful in her new role.

A native Rhode Islander and graduate of New York University, Ellen moved to San Francisco in 2012 for a job in the tech industry. After almost three years of feeling disconnected from the community around her, she decided to pursue a career in public affairs. Through the lens that Coro provided, Ellen fell in love with Los Angeles, adding in a recent interview "Anything is possible in this City, and I feel grateful every day to be a part of the incredible progress and precedent we set as examples for the rest of the country."

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DAVID ZEHNDER

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